



Markstrat Online Schedule in a Trimester Course

Classes: Tuesday/Thursday from 1:00 to 2:30

Preliminary assignment: Read Chapters 1-4 of the Markstrat Online Student Handbook carefully before the first class session.

January 11 (Tuesday)	1:00-2:30	Presentation of Markstrat Online Organization of teams Distribution of the starting situations (Company Reports for Period 0)
January 13 (Thursday)	12:00-1:00 1:00 6:00	Instructor available for consultation Period 1 decisions due Results available to students online
January 18 (Tuesday)	12:00-1:00 1:00 1:00-2:30 6:00	Instructor available for consultation Period 2 decisions due Lecture/discussion: Segmentation and Positioning Strategies Reading assignment: Chapter 5 of Markstrat Online Student Handbook Results available to students online
January 20 (Thursday)	12:00-1:00 1:00 6:00	Instructor available for consultation Period 3 decisions due Results available to students online
January 25 (Tuesday)	12:00-1:00 1:00 6:00	Instructor available for consultation Period 4 decisions due Results available to students online
January 27 (Thursday)	12:00-1:00 1:00 6:00	Instructor available for consultation Period 5 decisions due Results available to students online
February 1 (Tuesday)	12:00-1:00 1:00 1:00-2:30 6:00	Instructor available for consultation Period 6 decisions due Lecture/discussion: The Marketing Strategy Process Results available to students online
February 3 (Thursday)	12:00-1:00 1:00 6:00	Instructor available for consultation Period 7 decisions due Results available to students online
February 8 (Tuesday)	12:00-1:00 1:00 6:00	Instructor available for consultation Period 8 decisions due Results available to students online
February 10 (Thursday)	12:00-1:00 1:00 6:00	Instructor available for consultation Period 9 decisions due Results available to students online
February 15 (Tuesday)	12:00-1:00 1:00 6:00	Instructor available for consultation Period 10 decisions due Results available to students online
February 22 (Tuesday)	1:00 1:00-2:30	Group reports due Selected group presentations Markstrat Online simulation conclusions and debrief

Legend: ■ = Lectures/Discussions ■ Simulations/Group Work